



Rep Order#	7902800	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

2 of 4

Printed: 09/12/2012 9:06 AM  
Last Received: 09/11/2012 5:09 PM  
Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY  
Advertiser ( ) NRCC-NATL REPUB CONG  
Product NRCC IE 2012  
Estimate# 3161  
Buyer KRISTY KOVATCH  
Phone#  
Fax#

Agency ( )	NATIONAL MEDIA RESEARCH PLANNING	Rep Firm	
	815 SLATERS LANE	Sales Office ( )	WASHINGTON
	ALEXANDRIA, VA 22314	Salesperson ( )	JAMIE ANDRUS
Agency C/P1/P2/E	155/426/3161		
Flight Dates	10/26/2012 - 11/06/2012	Salesperson Phone#	202-872-1155
Hiatus Weeks		Salesperson FAX#	

In	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
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13	SU	MEET PRESS-SUN	8A-9A	:30	11/04-11/04	1	\$300.00	1
Rating: 1.9								
14	SU	SUN TODAY-NBC	7A-8A	:30	10/28-10/28	1	\$185.00	1
Rating: 1.0								
15	F	KSL 5 NW TDY 2	6A-7A	:30	10/26-10/26	1	\$425.00	1
Rating: 2.1								
16	F	KSL 5 NW TDY 2	6A-7A	:30	11/02-11/02	1	\$425.00	1
Rating: 2.1								
17	M	KSL 5 NW TDY 2	6A-7A	:30	11/05-11/05	1	\$425.00	1
Rating: 2.1								
18	F	KSL 5 NWS-6:30	630P-7P	:30	10/26-10/26	1	\$525.00	1
Rating: 2.3								
19	TU	KSL 5 NWS-6:30	630P-7P	:30	10/30-10/30	1	\$525.00	1
Rating: 2.3								
20	F	TONITE SHW	1035P-1137P	:30	11/02-11/02	1	\$800.00	1
Rating: 3.2								
21	W	TODAY SHW	8A-9A	:30	10/31-10/31	1	\$700.00	1
Rating: 2.3								
22	M	TODAY SHW	8A-9A	:30	11/05-11/05	1	\$700.00	1
Rating: 2.3								
23	SU	SPORTS BEAT SU	1035P-11P	:30	10/28-10/28	1	\$750.00	1
Rating: 2.4								



Station KSL-TV SALT LAKE CITY    Agency (    ) NATIONAL MEDIA RESEARCH PLANNING    Rep Firm  
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---REPORT TOTALS---

Report Totals: 34 / \$19,270.00

---SALES MONTHLY TOTALS---

Oct 12: 10 / \$7,210.00    Nov 12: 24 / \$12,060.00

Sales Totals: 34 / \$19,270.00

Station Totals: 34 / \$19,270.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$24,088	CABL 0%	KJZZ 0%	KSL 80%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	NSL 0%	UNKN 20%	

Books null  
Demos RA35+